

PRAO

**GCVA – PR
Results Report**

April – June 2022

Background

This report is designed to demonstrate PR results achieved for the GCVA over a given time period, meeting the agreed communication objectives:

- Promote innovation and showcase the solutions gift cards provide to current needs
- Champion the needs of the sector
- Protect the sector's reputation
- Position the GCVA as a gateway for practical advice and support

Specifically, this report covers Q2 2022 (April – June) to give an indicative view of how PR is positively impacting the GCVA's search visibility and organic traffic during this period.



Inputs and Activities

Between April – June 2022, we produced / used a range of materials to engage target audiences and meet communications objectives:

- **1 campaign:** State of the Nation 2022
- **2 press release:** State of the Nation release 2 | State of the Nation release 3
- **2 features / comments / press statements:** The Fintech Times cashless society feature | Gift card regulation synopsis

Total results

In the second quarter of 2022, PR has achieved the following earned outputs:

- **Total coverage: 11**
- **Print coverage: 2**
- **Online coverage: 9**
- **Links: 4**
- **Coverage highlights:** Incentive & Motivation (3,660), Boutique (4,500), South East Business (10,000)

Standout coverage

boutique.

BUSINESS SENSE FOR FASHION RETAILERS

Gift cards encourage younger shoppers to try new retailers, reveals research



New research commissioned by the Gift Card and Voucher Association (GCVA) suggests that gift cards can help retailers attract younger shoppers.

Its *State of the Nation* research, which polled 2,000 shoppers, reveals that 67.3 per cent of those aged 16-24 (Gen Z) have been introduced to a new retailer after receiving a gift card. It also found that 45.8 per cent of Millennials (25-34 year olds) have purchased gift cards within the last three years compared to just 32 per cent of Baby Boomers (55+).

Last Christmas, gift cards provided an important gifting option for younger consumers. Two out of five (40.6 per cent) Gen Z shoppers received more gift cards than the previous year compared to 36.1 per cent of Millennials.

Younger shoppers are more likely to prioritise choice and flexibility when buying gift cards, with 48.8

per cent of Gen Zedders opting for cards that can be spent with various retailers. Meanwhile, almost a quarter (23 per cent) said they wanted gift cards that can be redeemed online.

Gail Cohen, director general of the GCVA, comments: "Attracting the business of the shoppers of the future, whose buying power will only continue to grow in the years to come, has arguably never been more crucial. Gift cards, which the younger, digitally-savvy shopper of the future loves, offer the key to doing so.

"Businesses cannot ignore the growing prominence of gift cards. As we continue to move towards a more flexible and cashless-led payment ecosystem, businesses that listen to the needs of their younger customers and offer the flexibility they crave will benefit significantly."

Circulation: 4,500

Incentive & Motivation



Gift Cards

Brands urged to embrace gift cards to attract shoppers of the future

May 25, 2022 | Elaine | 0 Comments

With high street businesses looking for effective ways to engage and retain customers, new research has revealed that gift cards may hold the key to attracting younger shoppers to a brand.

The *State of the Nation 2022* research, carried out by the Gift Card & Voucher Association (GCVA) and GlobalData, found that more than half of all UK shoppers have been introduced to a new brand or organisation via a gift card they've received. This figure rises drastically to 67.3% of Gen Z consumers (those aged 16-24), indicating gift cards' vital role in customer engagement and loyalty.

Demonstrating the growing popularity of gift cards amongst younger shoppers, the survey found that more than two-fifths (41.9%) of Generation Z shoppers have purchased gift cards within the last three years – a figure which rises to 45.8% of millennial shoppers, compared with just 32% of Baby Boomers. The popularity of gift cards among younger consumers is matched by the increasing demand for leisure, experience and gaming gift cards over the last decade.

While gift cards have been steadily rising in prominence with younger shoppers, the last Christmas period, dominated by supply shortages of physical products, may have been a catalyst for this growth, as younger shoppers flocked to purchase gift cards in their droves. Gift cards provided a particularly important gifting option for both the Gen Z (40.6% received more gift cards than the previous year) and Millennial (36.1%) age cohorts.

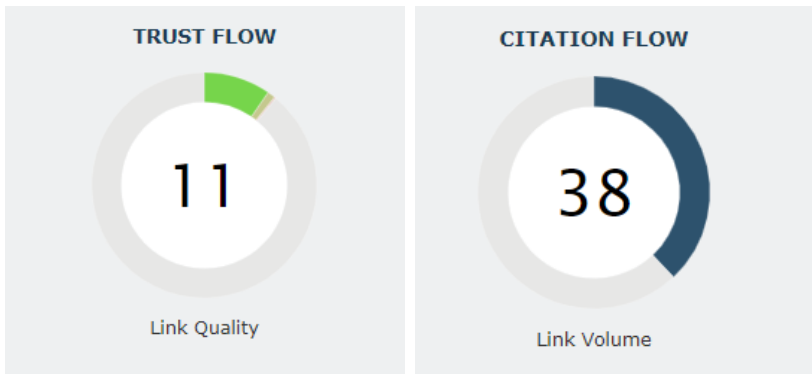
MUU: 3,660

Quality of outputs

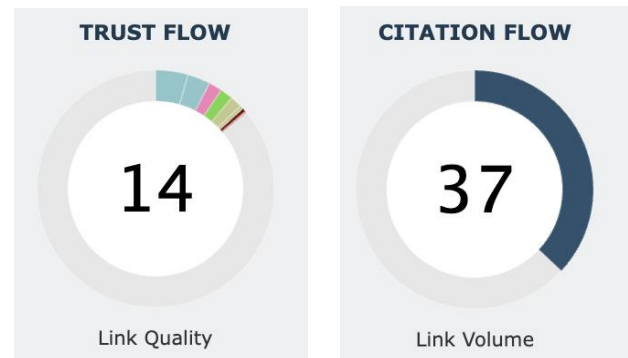
Total reach of PR coverage: **258,320**

Average backlink domain authority: **32/100**

Trust and citation scores (June 2022):



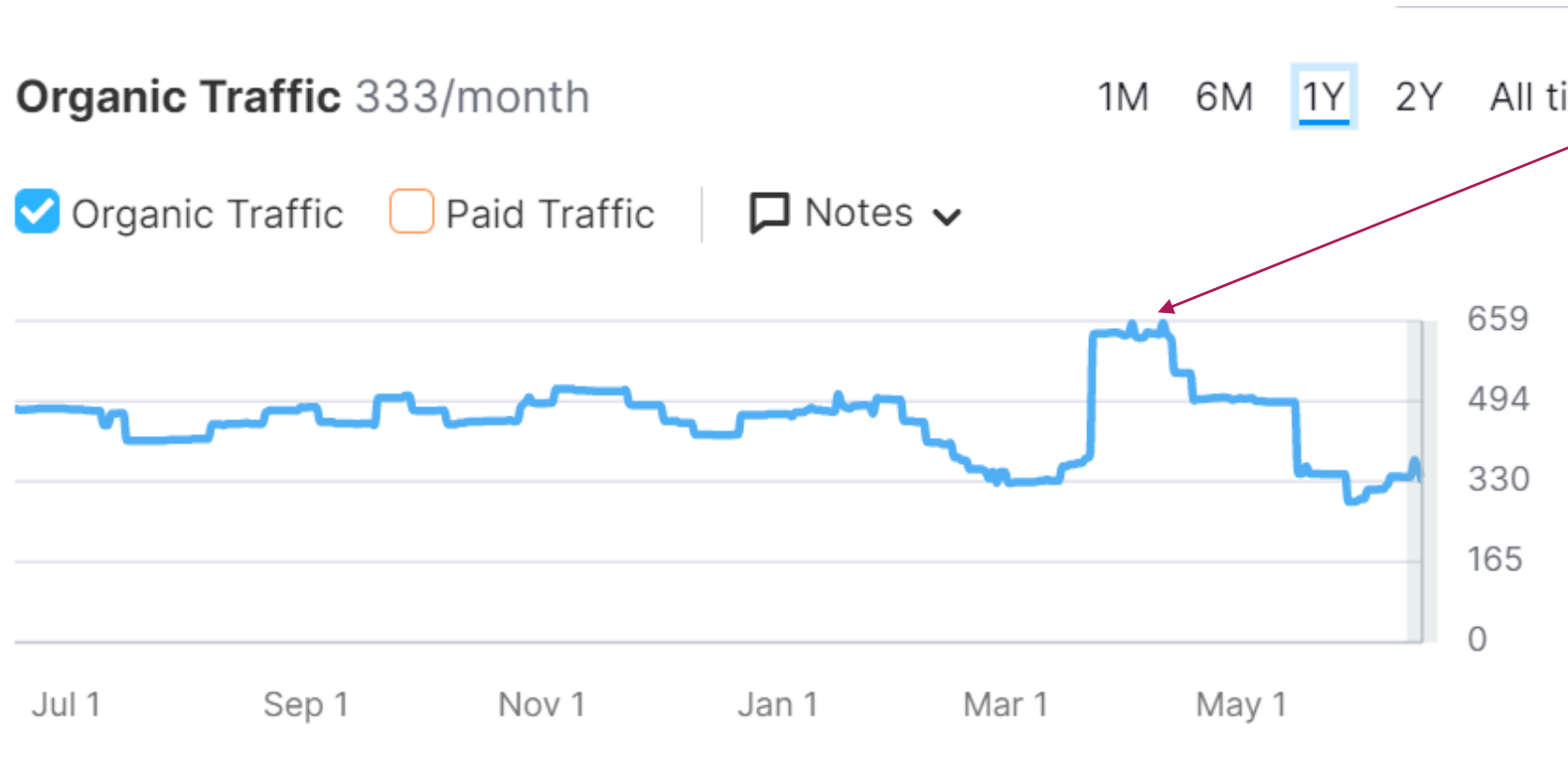
Scores from Q1 2022:



The citation flow, referring to the quantity of links back to the GCVA website, has improved slightly this quarter, and has continued to move in an upwards trajectory since last year.

The trust flow, referring to the quality of links, has decreased slightly. Although some fluctuation is to be expected, we will target improvements in this score by building links from trusted websites with high domain authority scores. This will also help to move the trust flow and citation flow closer together.

Out-takes: Organic Search Visibility



SEM Rush, which measures organic traffic, implemented an update on this date, which is likely the reason for this spike.

There has been a decline in search visibility over Q2, however, this is likely skewed by the large spike caused by the update. Aside from this, search visibility was higher than the previous quarter in May and it has risen again towards the end of June after a drop. The Cost of Living campaign will help to improve search visibility, as will the continued pursuit of links from trusted sites, with high domain authority.

Out-takes: Keyword Research

Organic Search Positions 1 - 100 (330)												+ Add to keyword list	Manage columns 12/16	Export
<input type="checkbox"/>	Keyword	Intent	SF	Pos. ↕	Diff. ↕	Traffic % ↕	Volume ↕	KD % ↕	CPC (USD) ↕	URL	SERP	Upd. ↕		
> <input type="checkbox"/>	gcva >>	N	+4	1 → 1	0	44.97	140	28 ●	0	www.gcva.co.uk/		Jun 25		
> <input type="checkbox"/>	gift card >>	C	+8	21 → 18	↑ 3	14.45	12.1K	73 ●	0.6	www.gcva.co.uk/		Jun 29		
> <input type="checkbox"/>	are vouchers a taxable benefit >>	I	+2	1 → 1	0	8.83	90	47 ●	0	www.gcva.co.uk/download... .pdf		Jun 15		
> <input type="checkbox"/>	are vouchers taxable >>	I	+2	1 → 1	0	8.83	90	48 ●	0	www.gcva.co.uk/download... .pdf		Jun 15		
> <input type="checkbox"/>	gift card and voucher association >>	I	+2	1 → 1	0	6.82	70	12 ●	3.2	www.gcva.co.uk/		Jun 21		
> <input type="checkbox"/>	voucher tax >>	I	+2	7 → 7	0	3.61	320	45 ●	0	www.gcva.co.uk/download... .pdf		Jun 24		
> <input type="checkbox"/>	tax on vouchers >>	I	+2	3 → 3	0	2.81	90	37 ●	0	www.gcva.co.uk/download... .pdf		Jun 20		
> <input type="checkbox"/>	ebay gift cards >>	T	+5	9 → 9	0	2.00	880	70 ●	0.4	www.gcva.co.uk/download... .pdf		Jun 27		
> <input type="checkbox"/>	are gift cards taxable >>	I	+2	6 → 6	0	1.20	90	47 ●	19.6	www.gcva.co.uk/download... .pdf		Jun 13		
> <input type="checkbox"/>	www.lifestyleultimate.co.uk/ea t >>	I T	+3	14 → 14	0	0.80	390	32 ●	2.5	www.gcva.co.uk/mem... html		Jun 24		

The GCVA continues to rank highly for its branded search terms, it ranks in top position for gcva and has moved down in position for UK gift card association which reflects the continued use of the updated brand name. Additionally, non-branded search terms have improved in rank, for example, the position for “gift card” has gone up by three places. As a difficult key word to improve on, this is really encouraging to see, and may be attributed in part to the State of the Nation campaign. It’s also interesting to note that GCVA ranks highly for keywords associated with tax on gift cards. This implies that there could be renewed interest for the Gift Card 500 campaign and also scope for a thought leadership piece around this topic.

Summary / Key Learnings

- Coverage levels have dipped slightly since Q1, but link levels have improved, as reflected in the increased citation flow. The upcoming campaign and the new PR planner should help to boost coverage levels and give us more content to work with. In addition, making use of the monthly GlobalData consumer reports and enhancing thought leadership activity will increase the number of outputs.
- We need to continue focusing on increasing the GCVA's trust flow by earning links from trusted, high-quality sites. The Cost of Living report will help us to do this, where we can aim for tier-1 titles, such as national lifestyle press. In addition, an updated thought leadership calendar will enable us to expand our media pool and target titles in other sectors, in addition to the retail and gifting press.

A scenic landscape featuring a paved road that curves through green, rolling hills. In the distance, a city skyline is visible under a bright sky with scattered white clouds. A large, semi-transparent white circle is centered in the upper half of the image. Overlaid on this circle is a solid red horizontal banner with the text "Thank you" in white, sans-serif font.

Thank you